

### Amendments to the Claims

1. (Currently Amended) Software on a computer readable medium for operating a distributor organization of a product manufacturer ~~supplier~~ to provide for sales of a manufacturer's ~~product-supplier~~ product by dealers ~~distributors~~ of the manufacturer's ~~product-supplier~~ product, the software comprising:

a) website software applications for operating a domain server under control of the product manufacturer ~~supplier~~ to provide a plurality of subdomain websites for dealers ~~distributors~~ to offer sales of the manufacturer's ~~product-supplier~~ product to consumers;

b) business software applications for providing business functionalities including:

i) managing dealer ~~distributor~~ transactions between the product manufacturer ~~supplier~~ and the dealer ~~distributor~~,

ii) managing consumer transactions between the dealer ~~distributor~~ and the consumer, and

iii) managing order fulfillment transactions between the consumer and the product manufacturer ~~supplier~~; and

c) the website software applications and the business software applications being interconnected whereby the product manufacturer ~~supplier~~ may accept and fulfill sales orders from consumers placed through the subdomain websites directly to the consumers.

2. (Currently Amended) The software of Claim 1 wherein: the dealer ~~distributor~~ transactions include enabling a dealer ~~distributor~~ to request commission payment through a subdomain website.

3. (Currently Amended) The software of Claim 1 wherein: the website software enables a dealer ~~distributor~~ to modify a subdomain website assigned to the dealer ~~distributor~~.

4. (Currently Amended) A system for operating a distributor organization of a product manufacturer ~~supplier~~ to provide for sales of a manufacturer's ~~product-supplier~~ product by dealers ~~distributors~~ of the manufacturer's ~~product-supplier~~ product, the system comprising:

a) a domain server under control of the product manufacturer ~~supplier~~ providing a plurality of subdomain websites for dealers ~~distributors~~ to offer sales of manufacturer's ~~product-supplier~~ product to consumers;

b) a computer under control of the product manufacturer ~~supplier~~ having applications for providing:

i) dealer ~~distributor~~ transactions between the product manufacturer ~~supplier~~ and the dealer ~~distributor~~,

ii) consumer transactions between the dealer ~~distributor~~ and the consumer, and

iii) order fulfillment transactions directly between the consumer and the product manufacturer ~~supplier~~; and

c) the domain server and the computer being interconnected whereby the product manufacturer ~~supplier~~ may accept and fulfill sales orders from consumers placed through the subdomain websites.

5. (Currently Amended) The system of Claim 4 wherein: the dealer ~~distributor~~ transactions include maintaining a database of dealer ~~distributor~~ identifier information.

6. (Currently Amended) The system of Claim 4 wherein: the domain server provides means for a dealer ~~distributor~~ to modify a subdomain website assigned to the dealer ~~distributor~~.

7. (Currently Amended) The system of Claim 4 wherein: the dealer ~~distributor~~ transactions include maintaining a listing of dealer ~~distributor~~ sales made and commissions earned through the subdomain websites.

8. (Currently Amended) The system of Claim 4 wherein: the dealer ~~distributor~~ transactions include enabling dealers ~~distributors~~ to request commission payments through the subdomain websites.

9. (Currently Amended) The system of Claim 4 wherein: the order fulfillment transactions include accepting consumer orders placed through the subdomain website, verifying customer payment and notifying a product manufacturer ~~supplier~~ shipping department that the consumer order is to be shipped.

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24. (Currently Amended) The system of Claim 4, wherein the dealer ~~distributor~~ transactions comprise receiving dealer ~~distributor~~ identification details and maintaining a database of the dealer ~~distributor~~ identification details.

25. (Currently Amended) The system of Claim 4, wherein the dealer ~~distributor~~ transactions comprise providing a dealer ~~distributor~~ with a modifiable personal web site and enabling the dealer ~~distributor~~ to make at least one of changes or additions to the modifiable website.

26. (Currently Amended) The system of Claim 4, wherein the order fulfillment transactions comprise receiving orders for manufacturer's product-supplier products and payment for the orders through the subdomain websites and maintaining records of the orders.

27. (Currently Amended) The system of Claim 4, wherein the order fulfillment transactions comprise receiving consumer instructions with respect to order fulfillment of a consumer order by the product manufacturer supplier.

28. (Currently Amended) The system of Claim 25 [[4]], wherein one of the dealers distributors establishes one of the plurality of subdomain websites for taking consumer orders of the manufacturer's product-supplier product, fulfilling the consumer orders placed through the modified websites by the product manufacturer supplier, and tracking orders and commissions of the dealer distributor.

29. (Currently Amended) The system of Claim 27, wherein the one of the dealers distributors can modify a template of manufacturer's product supplier products offered on the one of the plurality of subdomain websites.

30. (Currently Amended) The system of Claim 27, wherein the one of the dealers distributors can modify the one of the plurality of subdomain websites to individualize promotional copy, add additional dealer distributor product offerings, and select manufacturer's product-supplier product markups.

31. (Currently Amended) The system of Claim 27 wherein the one of the dealers ~~distributors~~ can view customer orders and commissions and submit commission payment requests to the product manufacturer ~~supplier~~ at a secure area of the one of the plurality of subdomain websites.

32. (Previously Presented) The system of Claim 4 wherein the order fulfillment transactions comprise applying a tracking number to each of the sales orders and each of the consumers are notified of the tracking number.

33. (Currently Amended) The system of Claim 4 wherein the order fulfillment transactions comprise receiving consumer payment information, and verification of the consumer payment information is provided to the product manufacturer ~~supplier~~.

34. (Previously Presented) The system of Claim 4 wherein the order fulfillment transactions comprise listing a shipping status of each of the sales orders.

35. (Currently Amended) The system of Claim 7 whereby the product manufacturer ~~supplier~~ can set dollar amount limits or payment frequency limits, or both, on commission payment requests of the dealers ~~distributors~~.

36. (New) A system for operating a distributor organization of a product supplier to provide for sales of a product supplier product by dealers of the product supplier product comprising, the system:

a) a domain server under control of the product supplier providing a plurality of subdomain websites for dealers to offer sales of product supplier product to consumers;

b) a computer under control of the product supplier having applications for providing:

i) dealer transactions between the product supplier and the dealer, including at least one of maintaining a listing of dealer sales made and commissions earned through the subdomain websites, enabling dealers to request commission payments through the subdomain websites, and automatically paying a commission to the dealer directly from the product supplier,

ii) consumer transactions between the dealer and the consumer, and

iii) order fulfillment transactions directly between the consumer and the product supplier; and

c) the domain server and the computer being interconnected whereby the product supplier may accept and fulfill sales orders from consumers placed through the subdomain websites.